TV Forecast

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MARCH 4, 1950

CTS

Chicago's largest independent television service company

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Letters to the Editor

YOUR VOICE IN VIDEO IN CHICAGOLAND

Sir:

Could we have "Superman" on television? A lot of my friends would like it very much.

Chicago, Ill. BILL GIMBEL III

Sir:

Enclosed is 10 cents for an "Over 50 Club" certificate, although in our case it should be "Over 100" as no station is closer than 110 miles. Using a 75-foot tower and motor-controlled Telarex antenna, we get good reception from the four Chicago stations. We have the first and only TV set in our little town, and you can imagine the comment and skepticism the installation provoked. I've joined the happy throng of housewives who vacuum the living room every morning, which reminds me . . . our popcorn supply is running low.

Burket, Ind. MRS. DEAN GOSHERT

Sir:

We have three children, and half the neighborhood in here every evening clamoring for Uncle Mistletoe. As far as we are concerned, we would give up most any program because Uncle Mistletoe is much better than cowboys, etc., for the children.

Highland Park, Ill. MRS. R. GREEN

Sir:

Please send me an "Over 50 Club" membership. I have received KLEE-TV (Texas) and also Milwaukee, Wis., using only an inside antenna.

Chicago, Ill. J. VAN TUYLE

Sir:

Does Al Morgan play requests only for his wife?

Berwyn, Ill. MRS. G. KASPER

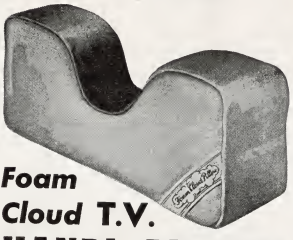
Ed. Note: Al will have to answer that one.

Sir:

I like Fran and I like Kookla (sic). I like Ollie because he is Jolly.

Chicago, Ill. MARCIA BYRN

Get "A HEAD" ON COMFORT with a



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EDITOR
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ADVERTISING
Lester Vihon
Roy V. Whiting

BUSINESS
Norbert F. Dompke

PRODUCTION
John E. Groenings

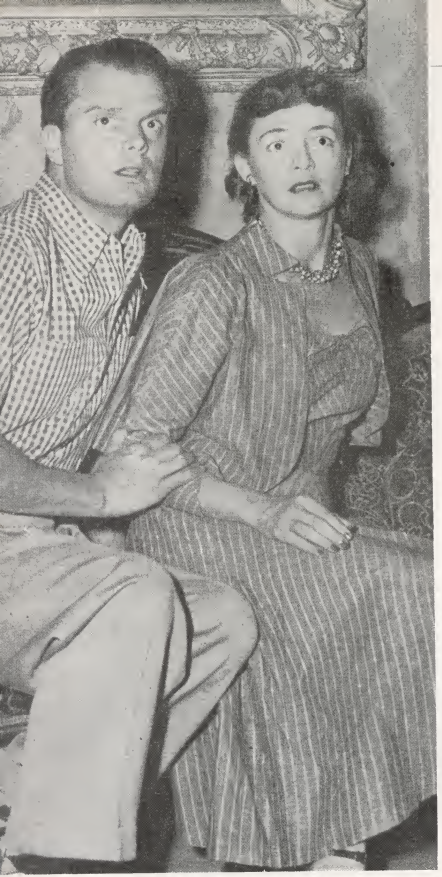
CIRCULATION
Archie K. Fisher

ASSOCIATE EDITOR
Pat Cooper

PROGRAM EDITOR
Patricia E. Moran

SPORTS EDITOR
S. H. Darwent, Jr.

ART DIRECTOR
Herman H. Block



ON THE COVER

Penny Karno, telelovely frequently seen on Woman's Magazine of the Air, delivers birthday greetings to Ruth Crowley and Ed Roberts, editors of the screen magazine. More information on this WGN-TV, channel 9, show can be found in this issue.

NEXT WEEK • "A Corpse Is Found!"

Terror strikes as WENR-TV unfolds the crime drama "Your Witness," with Ashmead Scott as Lt. Burke. Watch for a feature on this channel 7 show next week. Get a copy Friday at your newsstand.

CHANNEL ONE

Losing your glamour? Husband? Friends? Then try dialing CBS-TV and watch Ilka Chase, authoress, actress, video star . . . How much a grind is television? To date Tony Charmoli, choreographer of "Stop the Music," has created 176 dances . . . Harold Barry, singing-dancing star of Versatile Varieties, knew a fellow who went with a dancer—just for kicks . . . Note to kiddies: the Singing Lady telecast is not being cancelled. On the contrary—it has been renewed for another year . . . Abe Burrows, as you may know, is chief executive of the Benevolent and Protective Order of Bald Eagles . . . A group of New York furriers recently gave him a silver fox toupee which inspires Abe to write "long hair" music . . . Burrows claims it helped him write his new song, "Oh, How I Cried the Night We Were Wed, I Needed a Wife Like a Hole in the Head." . . . Watch for Joyce Matthews TV Houseparty to start about the 15th of this month . . . Her No. 1 fan will be Milton Berle, of course.

ILKA CHASE

Handsome Jack Gregson, Libby "Auction-Aire" chanter, is an old hand at the game . . . Jack got his start auctioning used jalopies while still in his teens.

Treat for the entire family awaits you this May: the Popsicle Parade of Stars to originate in New York . . . Already scheduled are Arthur Godfrey, Groucho Marx, Milton Berle, Dick Haymes, Margaret Whiting, Tony Martin, Fanny Brice, Martha Raye, Paul Winchell, Jerry Mahoney and Borrah Minevitch's Harmonica Rascals . . . Program VPs inform us it will be telecast in the early evening so the kids can watch . . . Did you know your set has at least 2,000 wired parts and probably more than 20 tubes? . . . Chicago TV executives will be roasted and toasted Monday at the first gridiron dinner, with the assistance of Kukla, Fran and Ollie, Dave Garroway and Ernie Simon . . . Ann Sheridan is being rumored for a show of her own . . . Why not Bert Wheeler, too? . . . Dennis James will record a special Mother's Day album of his favorite poems and stories . . . Don't be surprised if a big national advertiser lures Maurice Chevalier to America to battle top-Hooper stars . . . Still no word on when the F.C.C. will lift the freeze.

Is TV behind-the-scenes dull? On "People's Platform" the other night the table microphone used by Charles Collingwood and guests conked out four minutes before air time . . . A boom mike on a dolly was rushed in. Seconds before air time one of the wheels of the dolly fell off.

GREGSON

That wasn't all . . . the mike dangling from the end of the boom struck the producer on the head as he was leaving for the control room . . . P.S.—The mike wasn't damaged.

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Whole Number: this issue 87.

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Did you know that every week in Chicago, many TV sets are stolen from service cars or delivery trucks?

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today!

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"Psst, Bud, wanta buy a TV set before they slap on the tax?"

Dragon's Girl Friend, That's Fran Allison

WNBQ star Fran Allison, and her telecompanions Kukla, Ollie and the Kuklapolitan Players, are spotlighted in a feature article appearing in the March issue of *American* magazine, now on sale at newsstands.

Titled "The Dragon's Girl Friend," by Jack Long, the *American* article reveals how an Iowa schoolteacher who has become a popular TV star falls in love with a puppet.

Long writes, "I've just met a grown woman who is in love with a red-haired dragon with one tooth. She is also deeply involved with a rabbit, a witch, and a character that has a round head sewn together like a baseball, shoe-button eyes, and a nose the color of a ripe peach. Improbable as it sounds, the lady in question has convinced herself that these personages and several others like them—although they stand no more than 18 inches high and are obviously made of cloth and stuffing—are living creatures with problems to be solved, feelings which can be hurt, and a special talent for making other people happy."

The story also points out the 32 year old genius named Burr Tillstrom. "Tillstrom's two hands and incredibly flexible voice are the powers which animate Kukla, Ollie Dragon, Buelah Witch, Fletcher Rabbit, Madame Ophelia Ooglepuss, and assorted supporting players."

Hints for Better Viewing—Consult a TISA Service Man This Week—See List Below

Is your television set haunted? Do you have ghosts, that is multiple pictures? If you do and your antenna has been up more than 8 months, the chances are good that your picture can be improved by a check up of the antenna.

This trouble probably is due to the fact that 2 stations have moved to new locations within that time. The slight cost for this service will greatly enhance your viewing pleasure.

TISA Members Know Your Antenna

A West Side Radio & Television
5647 West Madison Street — AUstin 7-5454

Aide Sound & Radio Service Corp.
5908 South Troy Street — PRospect 6-6575

Central Television Service
3730 North Southport Ave — EAstgate 7-9500

Chelten Television
2913 East 79th Street — ESsex 5-3450

Dealers Radio & Television
816 West 58th Street — WEntworth 6-4040

Kent Engineering Company
6250 South Spaulding Avenue — WAlbrook 5-7212

Radio City
5659 South Halsted Street — ENglewood 4-5557

Suburban Radio
605 Hillgrove Avenue, LaGrange, Illinois — LaGrange 3935

Television Engineers, Inc.
1539 West Harrison Street — TAylor 9-4200

Television Technicians, Inc.
131 North Green Street — MOnroe 6-5748
380 E. St. Charles, Lombard — LOmbard 1236

Van Treese Engineering Co.
6250 South Marshfield Ave. — HEmlock 4-6300

Video Tronics, Inc.
5424 North Clark Street — LOngbeach 1-4059

New Phone Number FRanklin 2-6931

TV Forecast now occupies expanded quarters at 185 N. Wabash. These spacious new offices accommodate the additional personnel now needed to serve the magazine's many new subscribers.

The new phone number is FRanklin 2-6931

Offices were moved from suite 1116 to suite 423 in the same building. The address remains the same as ever: 185 N. Wabash.

In addition to the Editorial and Advertising departments of *TV Forecast*, these new offices also accommodate representatives of *TV Program Publications*, an association serving weekly video magazines in New York, Boston, Philadelphia, Baltimore, Washington, D.C., Omaha and Los Angeles. Standardized format in these magazines now makes it possible to offer coast-to-coast coverage in the form of an 8-market package. Rates are available on request.

Gary Cooper On Spot In "Meet John Doe"

"Meet John Doe," one of Hollywood's outstanding achievements during the early years of the war, will be the feature film presentation on Courtesy Television Theater Sunday, March 5.

A Frank Capra production starring Gary Cooper and Barbara Stanwyck in the leading roles, "Meet John Doe" was nominated for the "Oscar" award for the best moving picture of 1941.

Supporting cast includes Edward Arnold, Walter Brennan, Spring Byington, and Jimmie Gleason. "Courtesy Theater" is a weekly channel 9 feature offering the entire family the finest in late evening film entertainment.

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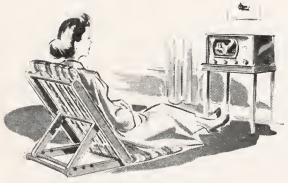

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provides this page for the convenience of viewers in Battle Creek, Kalamazoo, South Haven, Holland, Grand Haven, Muskegon, Greenville and intermediate points with primary TV coverage.
Affiliated with ABC, CBS, DTN and NBC

Saturday

7:00 Test Pattern
7:15 **Top Views in Sports**
7:30 **Lone Ranger.** Adventures with the hero of the west
8:00 **Saturday Night Review** Star studded two hour show with Jack Carter emceeing the Chicago portion and Sid Caesar the New York portion. Entertaining acts will be gathered from the realms of stage, screen, television, and night clubs.

Sunday

3:30 Test Pattern
3:45 **Nature of Things** Dr. Roy K. Marshall conducts a scientific discussion on topics of interest to all
4:00 **Today With Mrs. Roosevelt** Discussion of news items with outstanding guests
4:30 **Meet the Press** The reporters panel quiz the guest on current happenings in congress. Martha Rountree moderator.
5:00 **Armed Forces Hour** A program designed to help you get acquainted with your defense teams
5:30 **Super Circus** Claude Kirchner conducts this show for the kids wtih the help of Mary Hartline, Cliffie, and Scampy.
6:00 **Singing Lady** with Ireene Wicker
6:30 **Hopalong Cassidy.** Films
7:30 **This Is Show Business.** Clifton Fadiman m.c. on this variety show where a panel of Abe Burrows, Geo. Kaufman, and guest try to solve the problems of the famed and near-famous
8:00 **Supper Club.** Perry Como and the Fontane Sisters with musical variety
8:30 **Little Revue.** Musical variety
9:00 **Philco Playhouse.** Dramatic presentations
10:00 **Garroway At Large,** with Dave, Connie, Betty and Cliff
10:30 **Youth on the March.** Religious program

Monday

3:00 Test Pattern
4:00 **Homemaker's Exchange.** A cooking school conducted by Maggie Young
4:30 Test Pattern
6:00 **Cactus Jim.** A western film for the kids
6:30 **News and Events**
7:00 **Kukla, Fran, and Ollie** and the rest of the Kuklapolitan players
7:30 **News and Events**
7:55 **Teletone Variety**
8:00 **Tele-Theater.** Drama
8:30 **Film Varieties**
9:00 **Lights Out.** Mystery drama
9:30 **Film Varieties**
10:00 **Studio One.** Drama

Tuesday

3:00 Test Pattern
4:00 **Homemaker's Exchange.** Louise Leslie
4:30 Test Pattern
6:00 **Cactus Jim.** Western film
6:30 **News and Events**
7:00 **Kukla, Fran, and Ollie**
7:30 **Wendy Barrie Show** interviews with the stars and gossip about Hollywood
7:45 **News and Events**
8:00 **Feature Film**
9:00 **Film Varieties**
9:30 **Life of Riley** with Jackie Gleason as Chester A. Riley and Rosemary DeCamp as his faithful wife
10:00 **Amateur Hour** with Ted Mack, m.c.

Wednesday

3:00 Test Pattern
4:00 **Homemaker's Exchange.** Interesting recipes presented for your approval
4:30 Test Pattern
6:00 **Cactus Jim.** Tales of the west
6:30 **News and Events**
7:00 **Kukla, Fran, and Ollie.** Enjoyment for the whole family.
7:30 **The Clock** dramatic production of suspense
8:00 **Arthur Godfrey** and his friends
9:00 **Film Varieties**
9:30 **Wrestling.** The sport that is intriguing the nation
10:00 **Break the Bank** with Bert Parks asking the questions.
10:30 **Wrestling** (continued).

Thursday

3:00 Test Pattern
4:00 **Homemaker's Exchange.** Cooking School
4:30 Test Pattern
6:00 **Cactus Jim.** Western feature
6:30 **News and Events**
7:00 **Kukla, Fran, and Ollie**
7:30 **Wendy Barrie Show** latest dope from the center of filmdom
7:45 **News and Events**
7:55 **Teletone Varieties**
8:00 **Stop the Music.** Bert Parks asks you to name the "Mystery Melody."
9:00 **Kay Kyser's** College of Musical Knowledge. Musical quizzes

Friday

3:00 Test Pattern
4:00 **Homemaker's Exchange.** Favorite recipes
4:30 Test Pattern
6:00 **Cactus Jim.** Western feature
6:30 **News and Events**
7:00 **Kukla, Fran, and Ollie**
7:30 **News and Events**
7:55 **Teletone Varieties**
8:00 **Film varieties**
8:30 **Man Against Crime,** with Ralph Bellamy as Detective Mike Barrett
9:00 **Ford Theater** outstanding drama presented for your entertainment
9:30 To be announced
10:00 **Boxing Bouts**

Programs are subject to change without notice.

PREMIERE TONIGHT !

"SQUARE DANCE TIME"

Modern version of the favorite old-time square dance party now sweeping the country.

Audience Participation show

SATURDAYS **8:00 P.M.**

"THE COURTESY HOUR"

Emceed by JIM MORAN, the new TV personality

Hour-long variety showcase for top midwest professional talent

FRIDAYS **10:00 P.M.**

NOTE: Tickets are available for "Square Dance Time" and "The Courtesy Hour" — phone ANdover 3-7800 or write: ABC GUEST RELATIONS, Opera Building, Chicago 6

TELE-TIP

Watch for Premiere telecast of . . . . .

"WOMEN IN THE NEWS"

Sunday, March 12, 6:30 P.M.

Coming soon on Channel 7 . . . . .

"Sports Reel"
"Holiday House" featuring Edward Everett Horton
"Blind Date" with Arlene Francis
"Masterpiece Films"

WENR-TV
Channel 7
ABC-TV in Chicago

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 **4** **Multiscope News** on the ticker tape

10:00 **4** **Movies for Kids** "Red Barry" and "Don Winslow of the Navy" ch. I

5:30 **7** **Sagebrush Theater** A western feature film with all the excitement and thrills

5:45 **4** **Lucky Pup Review** Segments of the five weekly shows are put together by Doris Brown

9 **Trail Blazers' Theater** Western feature film "Hard Hombre"

5 **Nature of Things** Scientific discussion by Dr. Roy K. Marshall on topics of genuine interest

6:00 **5** **American Forum of the Air** Theodore Granik conducts discussion on "What's the Road Ahead?" Guests: John T. Flynn, Sen. Paul H. Douglas

6:15 **4** **In the First Person** Distinguished guests answer Quincy Howe's questions

6:30 **4** **Travel Time** Film

5 **Mary Kay and Johnny** The "blissful" domestic problems of the Stearns. Some of these incidents actually happened

7 **Lone Ranger** with his Hi-Ho Silver rides into your living rooms. Clayton Moore and Jan Silverheels star in "Buried Treasure"

6:45 **4** **Film Shorts**

5 **Leon Pearson** reports the news in his own apt way

7:00 **4** **Ken Murray Show** featuring Darla Hood, Tony Labriola as "Oswald", Jack Mulhall, and Elizabeth Walters in this popular variety show. Guest will be Pat O'Brien and or Kirk Douglas

5 **Saturday Night Revue Jack Carter Show** Outstanding variety entertainment featuring Gertrude Niesen, The Stepp Bros., dancers and many others

7 **Paul Whiteman's TV Teen Club** youngsters are given a chance to perform and the gang vote for those they like best

9 **Dinner Date With Vincent Lopez** at the piano. Presenting Ann Warren and Lee Russell, vocalists

7:30 **9** **Inside Detective** Mystery drama starring Roscoe Karns as Chief Inspector Rocky King, the warm-hearted detective. Stories are adapted from "Inside Detective" magazine

8:00 **4** **Ed Wynn Show** with the master of comedy and his guests Gloria Swanson, Gail Robbins, and Bill Shirley. Miss Swanson and Wynn clown through a hilarious romance, a takeoff on puppet shows

5 **Saturday Night Revue Your Show of Shows** features Burgess Meredith mc, Mischa Elman, violinist, Sid

(Continued on page 11)

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

Caesar and Imogene Coca (see Club McCarthy's column, page 37, for news about Sid Caesar), Don Ameche will also be guest

7 Square Dance Time Premiere of new audience participation show where they actually teach the audience. mc Chuck Bill; singer, Jack Diamond; caller, Bud Bowles; Julian Stockdale's orchestra

9 Cavalcade of Stars features this week Jerry Lester as emcee with highlighted variety entertainment (see page 13). Guests include Janis Paige, Salvatore Baccaloni, Dorthy Jarnac, Irving Field Trio, and the Mayo Bros.

8:30 4 Telemovie Time Feature film "Captain Caution" starring Alan Ladd, Victor Mature, and Bruce Cabot

7 Dr. Fixum's Household Hospital Art Youngquist assisted by Ed Prentis shows you useful gadgets for the home, and tells you how to fix that household pet peeve

9:00 7 Indoor Polo from the 131st Armory described by Pat Flanagan. Top teams in both Jr. and Sr. divisions match wit and skill

9 Wrestling from Marigold Jack Brickhouse and Harry Creighton describe

9:30 5 Grand Marquee Feature film

10:15 4 Saturday Movie Date feature film "Top Sgt. Mulligan" Nat Pendleton and Carol Hughes star

11:00 9 TV Forecast

11:30 4 Murder Before Midnight A feature film is cut up into segments. The viewers are asked questions regarding the portion they saw

(Stations reserve the right to change above listings without notice)

Saturday TV Shows Open to Public

The public is invited to attend free of charge the following Saturday night shows.

"Saturday Night Review," staged by WNBQ in the NBC Michigan Ave. Studio (formerly Studebaker Theater) at 418 S. Michigan. Write Guest Relations. Ticket Division, NBC, Merchandise Mart, Chicago, 54.

"Square Dance Time," staged by WENR-TV in the ABC Civic Studio, Civic Opera building, 20 N. Wacker, Chicago. Write Guest Relations, ABC, 20 N. Wacker, Chicago.

Television's biggest show!

NBC SATURDAY NIGHT REVUE

★

2½ star-studded hours

★

The Kind of Television You Like Best— On the Night You Want It Most

★

The greatest stars of Hollywood and Broadway, radio and television . . . including The Jack Carter Show from Chicago . . . Sid Caesar and Imogene Coca from New York . . . and a host of other great entertainers . . . 150 minutes of VARIETY . . . COMEDY . . . DRAMA . . . MUSIC

7:00 to 9:30 P.M. every Saturday night

"MAJORITY RULES" GUESSPERTS are Prof. Bergen Evans of Northwestern University and Marlin Perkins, Director of the Chicago Zoo system, who are shown above with master of ceremonies Myron Wallace. This Friday, WENR-TV, channel 7, will again telecast the quiz show. Submit a good question, and a $10 bill is yours.

Myron Wallace keeps plenty busy with his frequent appearances on WENR-TV and radio.

But being busy is an old story for Mike. Back in Brookline, Mass., where he was born one May day in 1918, he was his high school's tennis captain, a miler on the track team, sports editor of the paper and was active in dramatics and speech concurrently.

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MANUFACTURERS OF ALL TYPE BOOK COVERS

In 1935, Mike enrolled at the University of Michigan at Ann Arbor, where he majored in speech and English literature. He also lettered in track and did a lot of undergraduate work in radio and dramatics. After graduating, Mike took a job announcing on a station in Grand Rapids, Michigan. From there, he went to WXYZ, the ABC affiliate in Detroit, and remained there a year.

In 1941, Wallace came to the Windy City to freelance. And since then he's been heard on every kind of radio show,—newscasting, soap operas, crime thrillers, and transcribed plugs.

Twenty-six months as a Navy communications officer on submarines in the South Pacific sums up his service record. "Mary Martin? Why I didn't even see Bali Hai," Mike says. Back to Chicago in 1946, he signed as announcer with ABC's "Sky King."

Wallace's first permanent TV-assignment was at Lt. Kidd, on ABC-TV's "Stand By For Crime," which was much better than it was permanent. He served a stint on Action Autographs, and is now firmly set as emcee on "Majority Rules," a yes-or-no jackpot junket.

His personal revolves around wife Buff, daughter of critic, raconteur and folk humorist Irvin S. Cobb, and his son Peter, six years old. Tennis and golf and a boat take up what's left of his spare time.

He's five feet, 10, weighs in at 165, has black hair and brown eyes. And that's Myron Wallace.

A New TV Comic Meet Jerry Lester

One of the nation's favorite funny men, the incomparable Jerry Lester, will assume his new duties as regular emcee of "Cavalcade of Stars" on WGN-TV and the DuMont Network Saturday, March 4.

From a beginning as a dancer, Jerry has literally climbed a ladder-of-laughs to one of the top ranking spots in the entertainment world. Taking the advice of friends that he was a "natural" for show business, he enrolled in the Benny Meroff School of Dancing and Dramatics in Chicago, and soon found his niche in the field of comedy.

Lester's easy-going manner and ever-present ready wit brought him enthusiastic applause from critics and audiences alike right from the start. After a nationwide tour of leading entertainment palaces he gave millions of Americans an opportunity to hear him on a regular network radio show. In commenting on this first Jerry Lester radio show, his ardent admirer, Walter Winchell, wrote in his column, "Radio is his oyster!"

His many personal appearances in Chicago include shows at the Chez Paree and the Chicago Theater. He starred on Broadway in "Beat the Band," "All in Fun," the late Earl Carroll's "Vanities" and several others. Topping the list of his many radio shows are the "Hit Parade," the "Music Hall" with Bing Crosby, and his own "Jerry Lester Show."

DON'T MISS THESE SUNDAY NIGHT FEATURES!

(March 5)

★ ★ ★

1 "REQUEST PERFORMANCE"
(Gala premiere)
6 to 6:30 p.m.

Columnist Irv Kupcinet presents a sparkling show with top specialty acts and big name guests.

★ ★ ★

2 "MEET JOHN DOE"
9:30 p.m.

An outstanding feature film presentation on the "Courtesy Television Theater" . . . starring Gary Cooper & Barbara Stanwyck.

Morris B. Sachs

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Sunday, March 5th

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Jim Moran

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"Meet John Doe"

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Starring

Gary Cooper • Barbara Stanwyck
with
Edward Arnold • Walter Brennan

WGN-TV 9:30 P.M. Sunday, Mar. 5th

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Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

12:00 7 Bible Stories Kay Morrow reads tales

12:30 7 Morris B. Sachs Amateur Hour The original show presents tops in Chicago local talent. Bob Murphy mc.

1:00 9 Hudson Family Theater feature film "Reaching for the Moon" Douglas Fairbanks Sr. and "The Texan" Buddy Roosevelt

1:30 7 Lone Ranger Repeat performance

2:00 4 Soccer Football Joe Wilson describes this new and interesting sport

7 Hopalong Cassidy Your favorite western hero in an exciting adventure

3:00 5 Today With Mrs. Roosevelt Discussion with Washington figures

3:10 7 Hollywood Reel Film short

3:25 7 TV Tots Time presents a cartoon

3:30 5 Meet the Press Outstanding person in the news is quizzed by a panel of reporters

3:35 7 Crusade in Europe Films based on Dwight Eisenhower's book. Ch. 4 "Africa Our First Offensive" of the crusade in Europe

4:00 5 Armed Forces Hour "Fathoms Down"

7 Super Circus The big tent brought into your home. Watch clowns, jugglers, high-wire acts with all the pageantry of the real thing

4:30 4 Weekly News Album

5 Film Serials: "The Three Musketeers," with "Uncle George"

4:40 4 Multiscope News on the ticker tape

5:00 5 Hopalong Cassidy with Bob Atcher, the singing cowboy, who prefaces each act of Hoppy's adventure

7 Singing Lady Ireene Wicker presents a fairy tale for the youngsters featuring the Suzari puppets

5:15 4 Travel Time Film Short

5:30 4 Mr. I. Magination Would you like to go back in history? Paul Tripp takes a trip via magic train

7 Sheriff of Gunsite Pass Western film

9 Spell With Isbell

6:00 4 The Girls Comedy situation starring Gloria Stroock as Miss Skinner and Mary Malone as Miss Kimbrough

5 Zoo Parade Jim Hurlbut asks questions and R. Marlin Perkins, Lincoln Park Zoo Director

7 Paul Whiteman Revue Musical variety June Keegan, 13-year-old songstress Irra Petina, Earl Wrightson

9 Request Performance Your host Irv Kupcinet presents variety, music

6:30 4 This Is Show Business Panel includes Clifton Fadiman, Abe Burrows, George S. Kaufman and guest Arlene Francis, Charles Winninger, Ethel Waters, and Jean Carroll will also be featured

(Continued on page 15)

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

5 Aldrich Family Show features Robert Casey, Jack Kelk, House Jameson, and Lois Wilson

7 Carolyn Gilbert Show Musical numbers introduced by Don Tennent

9 To be announced

6:45 7 Dr. Fixum Art Youngquist assisted by Wayne Griffin shows you that household supplies, though they look useless, can be very effective

7:00 4 Toast of the Town Ed Sullivan mc presents The Toastettes, chorus line, Ray Bloch's orchestra, and guest Vic Damone

5 Supper Club Musical with Perry Como and the Fontane Sisters on vocals guests Johnny Coy and Wally Cox

7 Think Fast King of the Mountain quiz with Leon Janey, David Broeckman, Eloise McElhone and Mason Gross

9 Chicagoland Players Dramatic production starring Gordon Urquhardt

7:30 5 Colgate Theater "Neither a Borrower" by Mary Orr

7 Little Revue states "There's music in all things if men had ears and eyes." Gloria Van, Bill Snary, and Rex Mauphin's orchestra

9 Chicagoland Newsreel Review local

8:00 4 Fred Waring Show featuring Jane Wilson, Daisy and the Dandylions Joanne Weakly, Stuart Churchill vocalists (pg. 22)

5 Philco Playhouse "Vincent Van Gogh" with Everett Sloan

7 Your Witness Mystery drama (pg. 4)

9 They Stand Accused Prominent Chicago attorneys take leading roles in this drama of court room. Written by Wm. Wines (page 4)

8:30 7 Mysteries of Chinatown. Marya Marco stars as Ah Toy

9:00 4 Feature Film "Dancing Pirate" with Frank Morgan

5 Garroway At Large Take a journey with Dave, Bette Chapel, Cliff Norton, Connie Russell, the Tates

7 Celebrity Time Quiz. Ilka Chase, John Daly, Conrad Nagle and guests Mary McCarty, Robert Q. Lewis

9 **Stars of Tomorrow** Outstanding amateur hour Lee Bennett mc

9:30 7 Youth on the March Religious

5 Tele-Movie Time Feature film

9 **Courtesy Theater** presents "Meet John Doe" (see pg. 8 for cast)

10:00 7 WENR-TV Playhouse Feature film "Dreaming Life" Raymond Massey, Elizabeth Bergner

11:00 9 TV Forecast

(Stations reserve the right to change above listings without notice)

JOCKO, black cocker owned by Mr. Clement G. Meyn of Milwaukee, Wis., is an avid WTMJ-TV fan. Mr. Meyn, a subscriber to TV FORECAST, took this interesting photo of Jocko to convince skeptics that his pet does enjoy video.

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Evenin Folks, How y' All?

By PAT COOPER

CHICAGO is the favorite town of Professor Kay Kyser, WNBQ star of the Ford show, and it is easy to understand why. The bespectacled North Carolinian gave birth to his most successful idea while here—the impromptu quiz which grew into the entertaining College of Musical Knowledge.

This Thursday when you dial channel 5, you'll meet Kyser, Ish Kabibble, the Honeydreamers (Chicago kids making good), and the whole gang. The Professor is an oddity in the musical profession. He is one of the few orchestra leaders who neither plays an instrument or sings, but he knows music and he knows what television fans enjoy.

That was evident when viewers recently voted his program their favorite new show in the *TV Forecast* annual awards poll.

Trying new things is old-hat with Kyser. He was the first to apply the idea of announcing song numbers by singing the titles. Spoken announcements, he felt, interrupted the musical spell.

Even in his high school days in Rocky Mount, N.C., Kay was always trying new ideas. There was no phase of undergraduate activity at which he did not participate. He was a cheerleader, impressario of the University's three most pretentious shows, and conductor of the proms.

At one time, Kay yearned to be an attorney. At college he enrolled in the school of law, but fate made him a

James Kern Kyser of Rocky Mount, N.C. Studied to be a Lawyer, Until . . .

maestro instead. He organized his first dance orchestra in the fall of 1926 when the campus found itself without a musical group. Together with five other men they entertained students for miles around. Kay recalls their first engagement, a job that paid them a total of $60.

After Kyser's band began meeting with success at proms, hops, and balls, the boys began to think of organizing a permanent unit. The road was full of hard bumps, the hardest being the depression, but Kyser took it in stride, constantly working to improve his music and showmanship. When he discovered one of his musicians had a flair for arranging, the job was given to him.

Kyser soon learned, too, that crowds liked fun as well as music, so he began clowning from the stands. His style took him from San Francisco to New York, back to California, and a try in films, the first being "That's Right, You're Wrong."

During World War II, Kyser traveled more than a million miles entertaining GIs. In 1944 he ended his bachelorhood days by marrying the well-known singer and model, Georgia Carroll. They now have two children, girls.

Kay was born James Kern Kyser at Rocky Mount, North Carolina, on June 18, 1906. Actually he comes from a long line of teachers. His uncle founded the school of pharmacy at the University of North Carolina; members of the Kyser family have been on the faculty for more than one hundred years.

Kay's parents wanted young Jimmy to become a teacher. He compromised. Now he's not only a musician, but a "Professor" as well.

If you're keeping a scrapbook on him take down these notes: He's 5 feet 9 inches tall, slender in frame, with ash blonde hair, and blue eyes.

Kyser's left-hand man is Merwin Alton Bogue, better known to TV fans as Ish Kabibble. He got that improbably nick-name when he was doing a comedy act with Kyser at a San Francisco night spot in 1933.

Bogue was getting bored with his 35 special verses for "The Man on the Flying Trapeze," and revived "Ish Kabibble," hit of a previous era, as an encore. It caught on and people began referring to him by that name until now he's Ish to everyone, both professionally and socially.

A native of North East, Pa., Ish grew up in Erie, and while playing in the high school orchestra decided to become a comedian. He played his trumpet in college bands at the University of West Virginia and formed his own comedy instrumental quartet.

Although they were good enough to rate bookings in local theaters, when Kay Kyser offered him a job, it wasn't as a comedian but as a trumpeter. That was in 1931 and Ish has been with Kyser ever since.

Bogue eventually persuaded Kyser to let him get funny and results more than justified the venture. Ish has appeared with Kyser in nine feature pictures, and in more than 500 service camps, as well as holding his top comedy spot on Kyser broadcasts.

Ish is a devoted golfer and is pitcher on the Kyser soft ball team. Constantly on the search for wacky rhymes for his broadcasts, he receives many usable ones in his fan mail.

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Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

1:45 4 **Three Corner Club** Betty Raymond tells about new things for babies

2:00 4 **Bill Evans Show** Full hour program of chatter, music and gags
9 **Individually Yours**

2:15 9 **Chicago Cooks** Homemakers' show conducted by Barbara Barkley

3:00 4 **Homemakers' Exchange** Maggi Young conducts this center for recipes
9 **Stop the Record** Frann Weigel

3:30 4 **TV Album** Ticker tape news

4:00 4 **Multiscope News** on the ticker tape
9 **Women's Magazine of the Air** Ruth Crowley and Ed Roberts conduct

4:15 5 **Judy Splinters** has all sorts of interesting news for you kids

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Games and fun and sometimes a cartoon
9 **Telephone Game** Quiz where you use your own phone number. Jim Ameche mc

5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Bob Emery is your host on this show for youngsters

5:15 4 **Comic Capers & Boo** the magic bunny

5:30 4 **Lucky Pup Foodini** has his problems with Pinhead
9 **Trail Blazers' Theater** western film "Lucky Boots"

5:45 4 **Wrangler's Club** Texas Bruce relates a story (on film)

6:00 4 **Time for Beanie** and his adventures with his sea serpent
5 **Kukla, Fran, and Ollie** (see page 6 for a story about Fran)

6:15 4 **Sing for Your Supper** Jane Clemens is the lovely lady doing vocals
7 **Dinner Music** Recorded for pleasure

6:30 4 **CBS News** Douglas Edwards reports
5 **Showroom** with Roberta Quinlan, vocalist, and her guest
7 **Serial:** "Trail of the Royal Mounted"
9 **Art Jarrett's Metropolitan Memo** Guest: Carl Kreuger, producer of motion picture "Golden Gloves"

6:45 4 **Window Shopping** Pat Banks and John Dunham tour the stores
5 **News Caravan** John Swayze reports
7 **Paddy the Pelican** tells a story
9 **Chicagoland Newsreel** Local news

6:55 4 **A Job Looking for You** Commercial

7:00 4 **Silver Theater** Drama "Lucky Pierre" with George Repka and Skippy Homeier
5 **Tele-Theater** Drama Basil Rathbone in "Queen of Spades" with John Newland and Richard Purdy
7 **Parade** Chicagoland's top juvenile talent in a variety of acts
9 **Film Varieties**

(Continued on page 19)

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

7:30 4 **Talent Scouts** Arthur Godfrey presents talent from all over the U. S.
5 **Voice of Firestone** featuring Jussi Bjoerling, tenor and Annalisa Bjoerling, soprano
7 **Cameraman At Large** Film Shorts
9 **Al Morgan Show** Musical variety with the maestro of the piano

7:45 7 **You the Taxpayer** Timely info

8:00 4 **Candid Camera** Allen Funt narrates his encounters with average Americans from all walks of life
5 **Lights Out** Drama "The Strange Case of John Kingman" with John Newland and Richard Purdy
7 **WENR-TV Playhouse** Feature film
9 **World Is Your** Travel film "Boys of Atitian"

8:15 9 **Bound for Alabam** Judy Talbot highlights song hits from the past

8:30 4 **Goldbergs** Arthur Godfrey visits Molly and holds a talent show for all the folks in the building
5 **Opera** "Die Fledermaus," The Bat, is a complexity of romance and comedy by Johann Strauss with Ethel Barrymore Colt and Edward Kane in the leading roles
9 **Feature Film**

9:00 4 **Studio One** Drama David Wayne in "The Dreams of Jasper Hornby"
7 **Wendy Barrie** interviews the stars and gossips about Hollywood

9:30 5 **Who Said That?** Quiz on quotes of the day with guests H. V. Kaltenborn, Lillian Hellman, and Deems Taylor
7 **Flana-Grams** Sports commentary with Pat Flanagan

10:00 4 **Ernie Simon,** The Curbstone Cutup, confusing the people on the street.
5 **Weatherman** Clint Youle gives you the latest report
9 **Chicagoland Newsreel** Local news

10:10 5 **Clifton Utley** and the news

10:15 4 **Wrestling from Hollywood** Films narrated by Russ Davis and Chuck Bill. Miguel Torres vs Fez
9 **TV Forecast**

10:25 5 **Dorsey Connors** comments on items in and out of the home

10:30 5 **But Not Forgotten** Herbie Mintz recalls the past in music

10:45 5 **Let's Look at Sports** Tom Duggan

11:00 9 **TV Forecast**

11:10 4 **Murder Before Midnight** Film segment

11:40 4 **Pix of the News** Ulmer Turner

(Stations reserve the right to change above listings without notice)

Couple of Joes

COUPLE OF JOES has been a WENR-TV favorite with Joan Barton, "Specs" Ritchie and our lovable hound J. J. Morgan. This ABC show originates in New York and has been switched on program schedules a great deal the past few weeks.

See Shayne's
Spring Fashion Preview
each Monday Night at 9:30
on
"WHO SAID THAT?"
WNBQ—Channel 5
with Bob Trout, M. C.
and John Cameron Swayze
plus a panel of distinguished guests
Presented by
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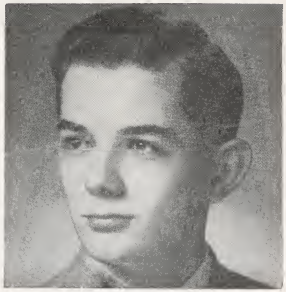
Meet the Luecks—Most Typical TV Family—Read the Winning Letter

The Paul L. Lueck family has been voted Chicagoland's most typical TV family in the contest sponsored by *TV Forecast* magazine. Tom Lueck, 18 years old, wrote the prize-winning letter selected by the judges of the Chicago Television council.

The Lueck family will be guests of honor at the second annual convention which the council is holding at the Palmer House March 6, 7 and 8. In addition to this, they will appear on stations WGN-TV, WNBQ, WENR-TV and WBKB during the week of March 6-11.

The Luecks live at 1375 Ashland Ave., in Des Plaines. They have two children, Thomas 18 and Donald 21. Mrs. Emma Lueck, 77 year old grandmother and ardent video fan herself, also lives with the family.



TOM LUECK
Writes Winning Letter

Winning Letter

Dear Sirs:

When it comes to television our family takes the cake. Since the day we were fortunate enough to acquire a set we have had no peace at our home. From 2 p.m. in the afternoon till the Star-Spangled Banner at 11 p.m., our house is a theatre lacking only one thing, and that's the popcorn stand.

Our family has changed. No more do we have a quiet evening of that famous game, Canasta, but instead watch good old vaudeville. No more do we visit friends—they visit us, and our TV set. Yes, the miracle of TV has indeed changed our once quiet sanctuary. In fact it has changed us all in one way or another. And I'll begin with my grandmother.

My grandmother who lives with us is now near her eighties. But she still has that sparkle of life in her eyes. She can very well explain how her music box (a wedding present) works, but when it comes to this new "music box" with moving pictures, well, this she just cannot figure out. Does she still play her music box with all her memories in it? Indeed not. And does she still knit beautiful pieces of art? Indeed not. How can she find time with so many nice things on television?

And by the way, do you know what my dignified grandma's favorite is on TV? Well, hold on—it's wrestling! She knows the holds better than you or I. And she never misses the show called "Wrestling From Hollywood." But enough for grandma. Let's now take my father.

He's the one that wouldn't buy TV on a bet. No sir, not him, "Why, they have a long way to go" before he'll look at it. Well, now we have one. And who eats his supper extra fast so he can see "Fighting with Kit Carson?" My father! And who is the last one to bed nights so he can see "Murder Before Midnight?" You guessed it, my father.

If he misses Milton Berle he's just no good for the rest of the week. One thing was sure. If we got the set like dad promised, there were going to be no westerns on while he was around. We had to agree in order to get the set. Now that we have it, dad is one of "Hoppie's" most ardent fans. He didn't miss seeing him when he was in Chicago.

Let's look at Mother. She's the kind that can't stand seeing dirty dishes in the sink, but they're there now. She

(Continued on next page)

Lawrence-Philip Photo

does them when wrestling comes on and not before that. Oh yes, we used to eat promptly at six sharp, but that's done away with, too—you know—"Kukla Fran and Ollie."

Mother is the kind of person you'd think would love the quiet home-type programs like "Mama" or "The Goldbergs." But no sir, not on a bet! She takes "Lights Out," too.

My brother? Well, he's for Arthur Godfrey and nothing else matters. He used to do homework, but then so did I, so I better keep off that subject.

As for me, well from this letter you can see I never took typing and with the television probably never will. All I do is keep hoping Bert Parks will call me, AND HE PROBABLY NEVER WILL. But I swear the above statements are true. And if we had the whole thing to do over again, I know beyond a doubt we'd do the same things. Even invite the neighbors in for a TV party, which we never have to bother doing any more.

That's why I know we must be the typical TV family. You'll find us home any evening. Just drop in at the Paul Lueck residence, 1375 Ashland Ave., Des Plaines, Ill., the home town of Walter Palmer. We'll be looking for you . . .

Their son, Tom.

Second and third place winners in the contest were the Richard Hentschel family and the Denis J. Downeys, both of Chicago.

Judges who participated in the contest were: Irving "Chic" Showerman, head of the National Broadcasting company in Chicago; Hal Rorke, account executive, J. Walter Thompson advertising agency; Irvin J. Wagner, Advertising Consultant; Jack Mabley, TV Editor, Chicago *Daily News*; Sterling Quinlan, Promotions Director of WBKB; and Robert A. Kubicek, Editor of *TV Forecast*.

Next Week: Another letter telling the story of typical TV families will be published.

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Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

1:30 9 **Chicagoland Newsreel** Local news
1:45 9 **Health Talk** "Undulant Fever" discussed by Geo. V. Byfield
2:00 4 **Bill Evans Show** Interesting tales, a little nonsense, a few records
2:15 9 **Chicago Cooks** Barbara Barkley shows how to make food look good as well as taste good
3:00 4 **Homemakers' Exchange** Maggie Young demonstrates the preparation of a viewers favorite recipe
9 **Stop the Record** Frann Weigel
3:30 4 **TV Album** Ticker tape news
4:00 4 **Multiscope News** on the ticker tape
5 **Adventures in Electric Living** Clint and Jeanne Youle tell you about fundamentals of electric appliances. Today they will discuss table and cooking utensils
9 **Hi Ladies** Claude Kirchner interviews the club members and presents a sports personality
4:15 5 **Judy Splinters** Send in your art drawing today kids
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody** Bob Smith and Clarabell, the clown, help keep things rolling for you and the gallery
9 **Telephone Game** Jim Ameche and Jane Quinn conduct this quiz
5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Can you make head or tail of Big Brother Bob's curlycue?
5:15 4 **Comic Capers** Puppet fun with Don, Vera, and Boo, the bunny
5:30 4 **Lucky Pup** Foodini and Pinhead save the day, again
5 **Pet Shop** Gail and Gay Compton present interesting facts about pets and show one that you may own
9 **Trail Blazers' Theater** Western feature film "Lightning Bill Carson"
5:45 4 **Wrangler's Club** Texas Bruce's friends show how justice triumphs
6:00 4 **Time for Beanie** and sea-faring adventures with pals of the deep
5 **Kukla, Fran, and Ollie** discuss serious topic and turn it into comedy
6:15 4 **Sing for Your Supper** The lovely Jane Clemens and pleasing music
7 **Dinner Music** entertaining interlude
6:30 4 **CBS News** Douglas Edwards reports
5 **Wendy Barrie Show** Hollywood star is presented and interviewed
7 **Serial:** "Trail of the Royal Mounted"
9 **Hobby Parade** Here's another interesting leisure time occupation with Walt Newton, host
6:45 4 **Five Star Final** Bob Elson presents sport news and latest gossip
5 **News Caravan** John Swayze reports the news here and abroad

(Continued on page 23)

NADINE GAE

Behind the dancing and graceful movement of the Fred Waring show (Sunday, Mar. 5, WBKB) is chief choreographer Nadine Gae, famous Broadway dancer.

A petite, dark-haired girl, Nadine is enjoying her coaching job, in addition to appearing on the telecast from time to time with partner Peter Hamilton.

But that isn't all for this pretty addition. Nadine also instructs the Pennsylvanians in stage deportment and supervises the 8-day-a-week job of finding proper costuming for one of the most lavish shows in video.

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Devon Av.	(N)	Damen Av.	(W)
Fullerton Av.	(S)	Lake Mich.	(E)
Irving Park	(N)	Oak Park Av.	(W)
12th Street	(S)	Western Av.	(E)

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Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

7 **Paddy the Pelican** telling tales of his home in the woodlands
9 **Chicagoland Newsreel** Local news

7:00 4 **Frontier Theater** Western feature film "Secret Valley"
5 **Star Theater** Milton Berle's absence due to appearance at Miami Beach's Copa City; however, usual outstanding variety acts will continue
7 **Comedy Carnival** Film of ancient vintage and occasional stars to match
9 **Court of Current Issues** Vital issue is put on trial in the courtroom

8:00 4 **Movie Money** An old time comedy is shown and questions asked on it
5 **Fireside Theater**
7 **Cameraman At Large** Film shorts
9 **Cavalcade of Bands** Warren Hull mc presents Eddie Dutchin (pg. 38)
8:15 9 **Film Varieties**
8:30 4 **Suspense** Drama guaranteed to keep you on the edge of your imagination
5 **Life of Riley** Jack Gleason as Riley has family trouble with Jr. and Babs

9:00 4 **You Are an Artist** Jon Gnagy shows you the simple steps in art
5 **Original Amateur Hour** Ted Mack presents outstanding talent
7 **Tomorrow's Champions** Boxing with Wayne Griffin describing bouts
9 **Wrestling from Marigold.** Vince Lloyd announces pro matches
9:15 4 **Carol Reed Show** Advice of interest to style-conscious viewers
9:30 4 **Film Shorts**

10:00 4 **Ernie Simon,** The Curbstone Cutup interviewing the people
5 **Weatherman** Clint Youle with news about the weather
10:10 5 **Clifton Utley** and the news
10:15 4 **Ulmer Turner** and late news items
10:25 5 **Dorsey Conners** Gadgets for inside and out of the home discussed
10:30 4 **Joe Wilson's Sports Roundup**
5 **But Not Forgotten** Herbie Mintz and Norman Barry talk about old time show business
10:45 5 **Let's Look at Sports** Tom Duggan
7 **Flana-Grams** Sports commentary
10:50 4 **Murder Before Midnight** Film segment used as basis for quiz

11:15 9 **Chicagoland Newsreel** Local news
11:30 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

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THE
ELECTRIC
ASSOCIATION

Chicago—Nation's TV Capitol

WE SALUTE this week the Chicago Television Council, an outstanding group of midwestern video experts who have defined 1950 as television's "year of decision," and will meet March 6, 7, and 8 at the Palmer House to discuss the serious problems wrought by the new marvel of advertising and selling.

Normally, news of this type would be confined to the trade journals whose business it is to report the activities of such men in television. However, it is felt that Chicagoland's viewers would be interested in knowing that such a Council exists, that it is studying the mechanical phases of video, programming, and future improvements.

We salute these men and women because they are pioneering in a day and age when everything else around them is in its advanced, perfected stages.

Every consideration of the average set owner is being taken by these people as they shape tomorrow's entertainment.

After this week's conference, TV fans may know whether the current F. C. C. freeze will be lifted. Will standards be set once and for all? We hope the conference will bring the answer.

Other questions to be discussed include:

—What is the future of television networks? Can advertising support a nation-wide system of stations?

—Where will Hollywood fit in?

—How far advanced is Phonevision?

—Will coaxial cable bow to improved kinescopic recordings?

—If the freeze were to end tomorrow, would it be wise to apply for a station at once? What time is it for venture capital?

—How can the advertiser present better and cheaper commercials? Will the small advertiser be priced out of television?

—What are some of the production and managerial short cuts that can save a client and station owner thousands of dollars?

—Will television be out of the red in 5 years?

—Color TV, now or later?

It has been our experience that most TV set owners are more interested in the future of television than radio owners were ever concerned in the progress of AM.

For that reason we shall make it a point to report from time to time such information on the above subjects. How can you promote better programs? Patronize advertisers appearing on television. By supporting these people that bring you entertainment, you are responsible for better shows, longer programing hours, and better reception.

That same theory applies to this magazine. Readers patronizing advertisers appearing on the pages of *TV Forecast* are responsible for the growth of the publication. Only in this way can more features, more pictures, more interviews be added.

So, next time you make a purchase, say, "I saw it in *TV Forecast*" magazine.

Birthday Celebration

Ruth Crowley and Ed Roberts extinguished a big candle on their telecast of Monday, Feb. 27, the day marking the first anniversary of "Women's Magazine of the Air." Seen on WGN-TV each Monday, Wednesday and Friday, the series offers afternoon viewers features in the realm of fashion, cooking, medicine and other things.

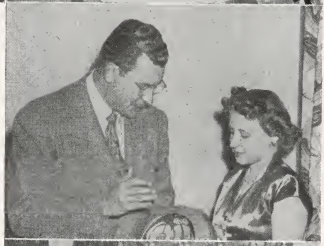
Top (left) photo shows Hilliard Graham, sales promotion manager of Hyland Electrical company, sponsors, accepting a *TV Forecast* award from Editor Robert A. Kubicek, while Jerry Rosenthal (left) of Hyland, and Producer Herbert S. Laufman (right) look on.

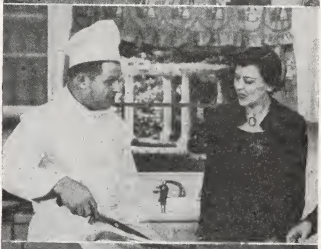
President M. C. Taradash of Hyland (top right) watches Ruth and Ed perform the ceremonies on the special cake designed for the 128th performance. Other photos on this page show Ed Roberts with quiz winner, Mrs. Kenneth Nellis, accepting a prize fan; Miss Crowley learning a few tips from the Harding Chef; and Ed demonstrating the latest portable dishwasher.

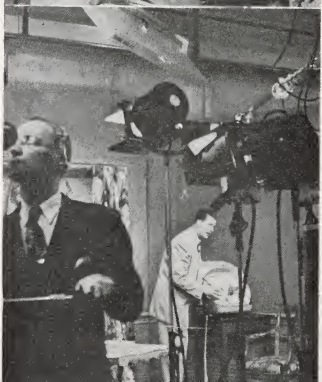
In the past year Ruth and Ed have entertained approximately 380 guests on the shows. Their interest vary from professional trainer who teach birds to talk to noted authorities on world affairs. On one occasion last summer the featured "guest," a 23-month-old orangutang from Brookfield Zoo, had to be entertained in the studio for an hour while the show was delayed by an extra-inning baseball game.

Ruth Crowley, who has become a familiar personality to many viewers in the last year, was previously a fashion and feature writer for the women's page of the *Chicago Sun*. She also

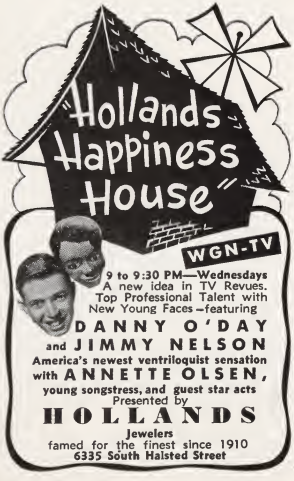
(*Continued on page* 28)







Gorgeous George, famous Hollywood wrestler, gives Claude Kirchner competition on WGN-TV's "Hi Ladies," telecast Tuesday and Thursday afternoons in the new channel 9 studios in Tribune Square.



Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

1:15 9 **Chicagoland Newsreel** Local News
1:30 9 **The Helping Hand** with your fairy princess Dee Carlstrom. Your dreams come true
2:00 4 **Bill Evans Show** An hour of entertainment and information
9 **Needlecraft Parade** Maryl Tuck entertains a guest and demonstrates a particular needlecraft art
2:15 9 **Chicago Cooks** Barbara Barkley demonstrates preparation of foods
3:00 4 **Homemakers' Exchange** Send in your favorite recipe for exhibition
9 **Stop the Record** Frann Weigel
3:30 4 **TV Album** Ticker tape news

4:00 4 **Multiscope News** on ticker tape
9 **Woman's Magazine of the Air** Fashions, nutrition, and general helpful hints (see page 25)
4:15 5 **Judy Splinters** She sings very good and interviews young guests
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody** Bob Smith narrates old time movie, cont. each day
9 **Telephone Game** You can win if all the numbers are circled

5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Little bit of everything. Big Brother Bob Emery mc
5:15 4 **Comic Capers** with magic and fun
5:30 4 **Lucky Pup** Foodini outwits the evil magician with his tricks
5 **Fun Town** Rita Farnon and her two daughters playing games
9 **Trail Blazers' Theater** Western feature film "Phantom of the Range"
5:45 4 **Wrangler's Club** Western film introduced by Texas Bruce

6:00 4 **Time for Beanie** and tales of the sea
5 **Kukla, Fran, and Ollie** bring entertainment for the whole family
6:15 4 **Sing for Your Supper** Delightful melodies by the delovely Jane Clemens
7 **Dinner Music** Interum of recorded classics for your pleasure
6:30 4 **CBS News** Douglas Edwards reports
5 **Showroom** with Roberta Quinlan singing her way into your heart
7 **Serial:** "Trail of the Royal Mounted"
9 **Art Jarrett's** Metropolitan Memo Presenting vocalist Vicki Stevens
6:45 4 **Earl Wrightson Show** TV's own baritone presents a musical interlude
5 **News Caravan** John Swayzey reports
7 **Paddy the Pelican** One of Walt Disney's artists created a new one
9 **Chicagoland Newsreel** local news

(Continued on page 27)

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

7:00 4 **Arthur Godfrey and His Friends** Bill Lawrence and Jannette Davis vocalists on this variety
5 To be announced
7 **On Trial** Current topic discussed by leading citizens
9 **Temptones With Nancy Wright** present musical variations

7:30 5 **The Clock** Mystery drama
7 To be announced
9 **Stop, Look, and Learn** Household hint show with Harold Isbell mc

8:00 4 **Johnny's Western Theater** Feature film "Roll Along Cowboy"
5 **Kraft Theater** Drama "The 19th Hole" by Frank Craven starring Hildy Parks and Alan Stevenson comedy
7 **That Wonderful Guy** Jack Lemmon as Harold Platt and Neil Hamilton as Franklin Westbrook, the outstanding socialite in this comedy
9 **World Is Yours** Travel film "Scotland"

8:15 9 **Film Varieties**

8:30 7 **Wrestling from Rainbo Arena**
9 **Famous Jury Trials** Dramatic case based on actual court records

9:00 4 **Tournament of Champions** Boxing
5 **Break the Bank** Quiz show with Bert Parks and Bud Collyer
9 **Happiness House** featuring Jimmy Nelson and Danny O'Day; variety acts ranging from dancing and singing to comedy skits with Annette Olsen

9:30 5 **Top Views in Sports** Jimmy Evans and Howard Miller highlight sports
9 **Four Star TV Theater** Feature film "Oh, What a Night" Edmund Lowe, Marjorie Rambeau, Jean Parker

9:45 5 **Reported Missing** Jim Hurlbut tells of actual case work

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

10:10 5 **Clifton Utley** and the news

10:15 4 **Ulmer Turner** and late news bulletins

10:25 5 **Dorsey Connors** tells about gimicks interest to her and you

10:30 4 **Joe Wilson's** Sports Roundup
5 **But Not Forgotten** Herbie Mintz tells of early Chicago actors

10:45 5 **Let's Look at Sports** Tom Duggan

10:50 4 **Murder Before Midnight** Film segment

11:00 7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

11:15 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

VARIETY ENTERTAINMENT ON CHANNEL NINE

★

1 "THE HELPING HAND"
Wed., 1:30-2:00 p.m.

Another new WGN-TV show . . . Dee Carlstrom with a heart-warming series for afternoon viewers.

★ ★

2 "NEEDLECRAFT PARADE"
Wed., 2:00-2:15 p.m.

Meryl Tuck with Joyce Fenley, Chicago Herald American fashion editor, as her special guest.

★ ★ ★

3 "HOLLANDS HAPPINESS HOUSE"
Wed., 9 to 9:30 p.m.

Still another new WGN-TV series! Bright amusement featuring young Chicago professional talent . . . including Danny O'Day and Jimmy Nelson, with singer Annette Olsen and guests.

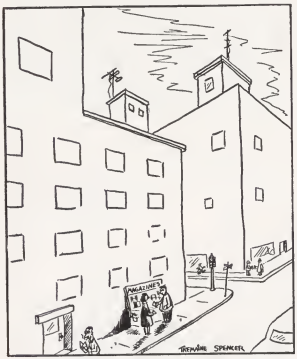
WGN-TV
CHANNEL 9 · CHICAGO

Birthday Party

(*Continued from page* 25)

writes a syndicated feature newspaper column for women.

Ed Roberts, a native Chicagoan, has had 16 years experience on the airwaves. He got his first radio job on station WCBD in Waukegan, Ill. He moved from there to WBBM in 1935, and since that time has been heard on such popular shows as "Lum and Abner," "The Right to Happiness" and "Ladies Be Seated."



"Do you have a copy of Women's Magazine of the Air?"

"Women's Magazine" incorporates several features that form a regular part of the shows. Weekly lessons in Canasta, dancing lessons by the Veloz and Yolande dancing school, a series of outstanding chefs from top-notch Chicago restaurants, and health tips from Dr. Bolton of the American Medical Association are just a few of the regular features that have been included in the schedule during the past year.

Coming Soon

Watch for a special feature on man about town Irv Kupcinet, Sun Times columnist and star of WGN-TV's new show. Our editors have been following America's Ace Keyhole-Snooper as he rounds up stellar personalities for "Guest Appearance."

Here's One Way to Curb Thefts

With the rapid growth of the TV industry and the increase of television service vehicles throughout the country, there has been a steady increase in the number of thefts reported by service men. These thefts are mostly centered around servicemen's cars or trucks while they are in the client's homes making adjustments or repairs.

Thefts have been concerned with TV sets carried as an auxiliary unit for replacement in the event that service cannot be rendered in the home. There have also been reported thefts of expensive testing equipment and tools taken from the service vehicles.

One of the most outstanding methods of combating these thefts has been devised by the Auto-Matic Alarms Systems of 2311 South Indiana Ave. This system, according to Mr. S. Schwartz, president, protects the contents of the car or truck by installing a siren alarm that is set to sound the alarm by turning a key on the outside of the vehicles. Once the alarm is set and any window, door, hood, or panel is tampered with or opened, the alarm automatically starts in operation and continues until the owner returns to shut it off with his key. The wiring is such that it is believed to be almost impossible to tamper with the equipment in such a way as to shut it off. The keys are the circular type, which at this date have been found to be pick proof.

TV Forecast Now on Sale at Leading Newsstands

Precision Television Service Co.
NORTH SIDE
3441 W. Montrose Cornelia 7-2225
SOUTH SIDE
3751 W. 63rd St. WAlbrook 5-6410

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
1:45	9	**Chicagoland Newsreel** Local news	
2:00	4	**Bill Evans Show** A few records he believes are headed for big-time	
	9	**Plan-a-Room** Paul McAlister gives you tips on interior decorating	
2:15	9	**Chicago Cooks** Barbara Barkley introduces you to new dishes	
3:00	4	**Homemakers' Exchange** Maggie Young gives a taste-tempting recipe	
	9	**Stop the Record** Frann Weigel	
3:30	4	**TV Album** Ticker tape news	
	7	**Homemakers Show** starring Beulah Karney, home-economist and Kay Morrow, your fashion expert	
4:00	4	**Multiscope News** on the ticker tape	
	5	**Adventures in Electric Living** Clint and Jeanne Youle discuss (of all things) television on today's show	
	9	**Hi Ladies** Claude Kirchner with a show of interest to women (pg. 26)	
4:15	5	**Judy Splinters** She has many guests, and she sings for you	
4:30	4	**TV Billboard** Ticker tape news	
	5	**Howdy Doody Show** Dilly-Dally, Flapdoodle, and Mr. Bluster all help to make you laugh	
	9	**Telephone Game** Prizes galore if you turn in the correct answers	
5:00	5	**Cactus Jim** Western feature film	
	9	**Small Fry Club** Bob presents a ten-minute cowboy serial each day	
5:15	4	**Comic Capers** Don and Vera Ward read comics and do magic	
5:30	4	**Lucky Pup** with Hope & Morey Bunnin	
	9	**Carson's Corral** Organize a pioneersman post	
5:45	4	**Wrangler's Club** Texas Bruce relates a western story on film	
	9	**Trail Blazers' Theater** Western feature film "Boiling Point" I	
6:00	4	**Time for Beanie** and his adventures	
	5	**Kukla, Fran, and Ollie** created by Burr Tillstrom, Kuklapolitan Mgr.	
6:15	4	**Sing for Your Supper** Jane Clemens and magical melodies	
	7	**Dinner Music** Recorded music	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Wendy Barrie Show** Gossip about Hollywood and the stars	
	7	**Serial: "Trail of the Royal Mounted"**	
	9	**Art Jarrett's Metropolitan Memo** Accompaniment by Vicki Stevens	
6:45	4	**Five Star Final** Look for surprise guest	
	5	**News Caravan** John Swayze reports	
	7	**Paddy the Pelican** and his friends. Story by cartoons	
	9	**Chicagoland Newsreel** Local news	
7:00	4	**Film Shorts**	
	5	**Black Robe** Cases brought before the	

(Continued on page 30)

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RELIEVE TELEVISION EYESTRAIN!

Tele-tint relieves eyestrain and improves picture quality too!

Not a screen filter! Not a sun-glass!

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★ ***Relaxes eyes!***
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Dr. Carl F. Shepard
TV Consultant, American Optometric Assn.

Anybody and everybody can wear Tele-tint. Whether or not you wear glasses, Tele-tint will help you!

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QUALITY OPTICAL COMPANY
59 E. MADISON STREET
CHICAGO 3 CEntral 6-6568

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

police night court. Frank Thomas portrays the judge

7 Stop the Music Musical quiz where Bert Parks asks you to guess the oft guessed at "mystery tune," also featured are Betty Ann Grove, Jimmy Blaine, and Estelle Loring, vocalists

9 Temptones with Nancy Wright present a musical variety

7:30 4 Film Shorts

5 One Man's Family Dealing with the problems of modern day youth. And Bert Lytell and Marjorie Gateson

9 Hands of Murder Mystery drama "Stranger With a Knife"

8:00 4 Here's How A type of hobby show

5 College of Musical Knowledge Musical quiz with Kay Kyser (p. 16, 17)

7 Hollywood Screen Test Neil Hamilton presents potential talent in variety skits (at this printing this show is correct, however, it is possible that "Blind Date" with Arlene Francis will take over this time spot this week as well as next)

9 Morey Amsterdam Show Variety takes place in Silver Swan Cafe

8:15 4 Film Shorts

8:30 4 Glamour-Go-Round Ilka Chase introduces news-making guest from entertainment act, or fashion centers. Durward Kirby is co-host

7 Author Meets the Critics John McCaffrey and panel discuss a current book and its author

9 Wrestling from Madison AC

8:45 4 TV Adventure Club "Emergency Landing"

9:00 5 Martin Kane private eye. Mystery drama starring William Gargan

7 Roller Derby action on skates

9:30 5 Wayne King Show Musical variety featuring the Don Large Chorus, Harry Hall, Nancy Evans and the Grenadiers (male vocal group)

9:45 9 TV Beauty Contest Myron Wallace

10:00 4 Ernie Simon, The Curbstone Cutup

5 Weatherman Clint Youle

9 Wrestling (continued)

10:10 5 Clifton Utley and the news

10:15 4 Ulmer Turner and late news items

7 Flana-Grams Sports commentary

10:25 5 Dorsey Connors with news about items that will interest all of us

10:30 4 Joe Wilson's Sports Roundup

5 But Not Forgotten Herbie Mintz

10:45 5 Let's Look at Sports Tom Duggan discussed a different game each night

9 Chicagoland Newsreel Local news

10:50 4 Murder Before Midnight Film segment. Viewers are called and asked questions on the film they witnessed

(Stations reserve the right to change above listings without notice)

Enjoy Your TV Set—
the Modern
Beldare Way!
Interference Filter

Minimizes most types of TV Interference. Small, very compact, easy to install—simple directions furnished. For good reception, it's the Reception Interference Filter. **$2.95**

Vision Filter

Eliminates eye-strain caused by "picture-glare." This anti-glare filter is a must for the protection of your eyes and the sensitive eyes of children. Fits snugly on screen, does not show. 10"....$1.95, 12½"....$2.95, 16"....$3.95. 50c extra for round screen.

MAIL THIS COUPON TODAY!

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P. O. Box 5125, Chicago 7, Ill.

Please send me: (1) ☐ Interference Filter (2) ☐ Vision Filter..... Size..... Make..... Model.....
(3) ☐ Both
I enclose: $.....for (1), $..... for (2), $.....for (3) or, send C.O.D. ☐
All prepaid orders shipped postage paid. Add 2% Illinois Sales Tax.

Name .....
Address .....
City..... Zone..... State.....

Friday

WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9

1:30 9 **Shopping Is Fun** Chuck Bill as "Friendly Frank" takes you on a musical shopping tour

2:00 4 **Bill Evans Show** Entertains guests of stage, screen, sports
9 **Chicagoland Newsreel** Local news

2:15 9 **Chicago Cooks** New recipes

3:00 4 **Homemakers' Exchange** Maggie Young conducts recipe center
9 **Stop the Record** Frann Weigel

3:30 4 **TV Album** Ticker tape news

4:00 4 **Multiscope News** on the ticker tape
9 **Women's Magazine of the Air** Ruth and Ed offer viewers a wide variety

4:15 5 **Judy Splinters** Hey kids, win a belt

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Bob Smith
9 **Telephone Game** Jane Quinn and Jim Ameche with new type quiz

5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Bob Emery and children discuss club work

5:15 4 **Comic Capers** magic and fun

5:30 4 **Lucky Pup** Doris Brown introduces
9 **Fairteen Club** Norma Kasell invites you to join her at the club house

5:45 4 **Wrangler's Club** Texas Bruce

6:00 4 **Time for Beanie** and his sea serpent
5 **Kukla, Fran, and Ollie** with entertainment for young and old
9 **Trail Blazer's Theater** Western feature film "Boiling Point" II

6:15 4 **Sing for Your Supper** Jane Clemens
7 **Dinner Music** Recorded entertainment

6:30 4 **CBS News** Douglas Edwards reports
5 **Showroom** with Roberta Quinlan
7 **Film Serial:** "Trail of the Royal Mounted"
9 **Art Jarrett's Metropolitan Memo**

6:45 4 **Sessions at Sanders** featuring the Chet Roble Trio with hot jive
5 **News Caravan** John Swayze reports
7 **Paddy the Pelican** weaves tales of his wonderful woodlands
9 **Chicagoland Newsreel** Local news

7:00 4 **Mama** Early 1920's is setting for this domestic comedy
5 **Quiz Kids** These little guys and gals sure know what they're talking about. Joe Kelly quizzes
7 **Vaughn Shoemaker's Studio** Guest reads a story while cartoonist sketches it out (looks easy—no)
9 **Cartune-O** Holland Engle emcees this musical quiz which features the Temptones and Nancy Wright

7:15 7 **Kieran's Kaleidoscope**

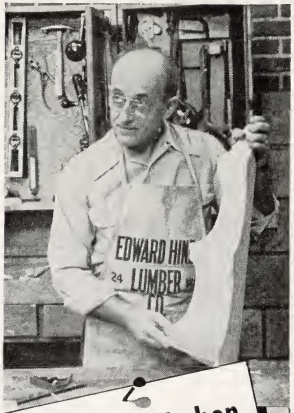
7:30 4 **Man Against Crime** Mystery series starring Ralph Bellamy as the sleuth

5 **Walt's Workshop** Mr. Durbahn discusses the problems of wood carving

7 **Ruggles** Charles Ruggles and Ruth

(Continued on page 32)

Watch Walt!



Walt's Workshop
Every Friday Night
7:30-8:00 P.M.
WNBQ Channel 5

Presented by

EDWARD HINES
Lumber Company

Don't miss the
EXCITING
TV AUCTION FRIDAY!

EXPENSIVE ARTICLES
GO FOR
LIBBY'S LABELS!

"AUCTION-AIRE"
FRIDAYS AT 8 P.M.
WENR-CHANNEL 7

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

Tedrow star in this domestic comedy

8:00 4 **Ford Theater** Dramatic production "Room Service" a comedy starring Jack Carson

5 **Versatile Varieties** Harold Barry mc Guests: Dick Foran, Dick Collier, and the Wayne Marlin Trio

7 **Auction-Aire** Jack Gregson sells household items, electric appliances and many others all for the price of Libby Labels. Rebel Randall takes bids via phone

9 **World Is Yours** Travel film "Youth and Summer in Sweden"

8:15 9 **Film Varieties**

8:30 5 **Life Begins at 80** Discussion program featuring advice of people advanced in years. Jack Barry leader

7 **Majority Rules** Quiz with Myron Wallace mc (see page 12)

9 **Viewpoints** Spencer Allen interviews guests on their professions

9:00 4 **Peoples Platform** Round table discussion on topics of day. Charles Collingwood moderator

5 **Cavalcade of Sports** Boxing bouts. Charlie Fusari vs. Jimmy Flood

7 **Our Gal Toni** features interviews with professional people about their work. Informal gathering

9 **Amateur Boxing** from Madison AC

9:30 4 **Lucky Letters** Frankie Masters asks you to unscramble the letters. Figure out the word with the aid of musical, visual and verse clues.

9:45 5 **Greatest Fights of the Century** Joe Louis vs. McCoy

10:00 4 **Ernie Simon** The Curbstone Cutup

5 **Weatherman** Clint Youle gives you latest developments in the weather

7 **Courtesy Hour** Jim Moran presents professional talent for an hour of relaxing variety entertainment. Danny O'Neill is feature vocalist

10:10 5 **Films**

10:15 4 **Wrestling from Hollywood** Film showing west coast matches described by Russ Davis

10:25 5 **Dorsey Conners** and interesting news

10:30 5 **But Not Forgotten** Herbie Mintz

10:45 5 **Let's Look at Sports** Tom Duggan

9 **Chicagoland Newsreel** Local news

11:00 7 **Flana-Grams** Sports commentary

11:10 4 **Murder Before Midnight** Film segment

9 **TV Forecast**

11:40 4 **Pix of the News** Ulmer Turner

(Stations reserve the right to change above listings without notice)

Jim Ameche and lovely Jane Quinn are co-emcees of WGN-TV's new "Telephone Game", an afternoon telecast. This week the two can be seen on channel 9 Monday thru Friday from 4:30 to 5 p.m.

Announce Winners in Record Contest

This week's winners in the *TV Forecast* "Favorite Record" contest conducted by critic Bob Lee is Robert Smith of 3234 Le Moyne, Chicago, Ill.

Robert's favorite record is the *Columbia* volume "I Can Hear It Now," compiled by Edward Murrow. The 14-year-old-boy told how thrilled he was to hear the voice of famous people who made history before his time.

RCA VICTOR
DISTRIBUTING
CORPORATION

Presents

"*Lucky Letters*"

Every
Friday at
9:30 p.m.

FRANKIE MASTERS
emcee
ON WBKB
CHANNEL 4

RCA SEE YOUR FAVORITE RCA VICTOR DEALER

"Now I'll Tell One"

"But not our friend. No, sir. Nothing so tame as that for him. He reaches into his bag for a No. 3 iron, pulls it out, and then examines it a moment.

"Then he takes his stance, and with plenty of hook on the ball, clouts it so that it crosses the creek at a 180 degree angle in a semi-circle, recrossing the creek to land but a few feet from the pin!"

Yes, that actually happened, and the golfing genius responsible for that little twist of fate, readers, is Joe Kirkwood, the world-renowned trick-shot artist, who is seen at left with Jack Strausberg, whose sketchpad is kept well-filled on Monday nights after the fourth bout on the Marigold Gardens boxing card telecast over WGN-TV. The fourth bout finishes at approximately 9:30 p.m. although the full boxing show, described by Vince Lloyd and Harry Creighton, begins its video swing at 8:30 p.m.

"Now I'll Tell One" is the name of this special intermission feature. Few telecasters realize the background that makes possible this feature.

Actually, Jack Strausberg sketches the story, in a WGN-TV studio, while Harry Creighton narrates the yarn ten miles away in Marigold Gardens. Since he writes the script which Creighton narrates, Strausberg finds it easy to keep pace with his colleague.

The Kirkwood yarn, one of approximately 9,000 in Strausberg's humorous and strange selection, was the 60th in a long series. After the story was completed, Kirkwood demonstrated some of his trick shots, including one utilizing a metal club which bends as if it were made of rubber. This club, which rapped around Kirkwood's neck on completion of the shot, is fully a foot shorter now than it was originally.

To prevent damage in the studio by Kirkwood's shots (he used a real golf ball), curtains and a plastic screen were put up temporarily.

Not all of Strausberg's programs include actual demonstration, however, since the sketch is actually enough to convey the story narrated by Creighton. But it was thought better if Kirkwood, pro at Huntingdon Valley golf club, Avington, Pennsylvania, who introduced the wooden tee in 1922 and originally comes from Australia, would actually show some of his spectacular shots.

Although he has had oddities about George Mikan in basketball, Jay Berwanger in football, and Primo Carnera in wrestling, Strausberg's collection includes a special group called the "scrap" book. The name means just what it says, for these yarns are all about boxing, including specials on Jack Dempsey, Joe Louis, Barney Ross, and oddest knockouts.

SPORTS

Sports Fans Asked to Nominate Favorite Wrestlers, Tag Teams

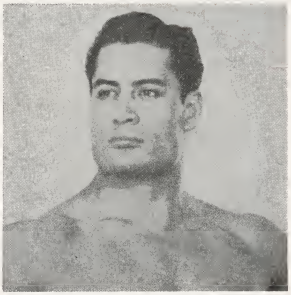
Who will win the wrestling contest? Cyclone Anaya. Lou Thesz. Billy Goelz. Don Eagle. Or will it be Ivan Rasputin, the grappler who hugs them to death.

Possibly, we may find the fans prefer Jumping Joe Savoldi, the old Notre Dame football player, who got his nickname leaping over a Carnegie Tech line that wouldn't budge some 20 years ago.

And don't count out Gorgeous George, whose haughty appearance upon the ring apron charms one and all. Lord John Blears, the man with the monocle and an Oxford-educated valet, while not well-liked, is respected by fans for his wrestling ability.

Even Argentine "Flying Feet" Rocca or Chicago's own Frankie Talaber, son of a famous wrestler, might capture the fancy of the fans. Or Tarzan White, the young man who appeared on the *TV Forecast* cover not too long ago.

Remember to clip out the coupon and mail your entry to Sports Editor, c/o *TV Forecast*, 185 North Wabash Avenue, Chicago 1, Illinois, before midnight Friday, March 17, 1950.



Will It be Cyclone Anaya?

Vote for Your Favorite Wrestler and Australian Tag Team

My favorite wrestler is.....

My favorite tag team is.....

.....

Clip out coupon and mail to Sports Editor, c/o *TV Forecast*, 185 N. Wabash, Chicago 1, before midnight, Friday, March 17, 1950.

New Sports Show

Red Barber, whose Club House program of interviews with leading sports personalities has been telecast via WBKB, will have a new five-times-a-week TV sports series over the CBS network during the coming baseball campaign.

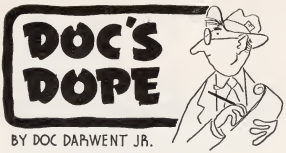
Barber himself will do the show on Mondays, Wednesdays, and Fridays from 6:45 to 7 p.m., while Connie Desmond and Vince Scully will handle Tuesday and Thursday spots.

DERBY FANS

Why don't we have more roller derby? We enjoy wrestling, but am sure there are a lot of fans who would agree with me that there should be more roller derby telecasts.

Gary, Indiana — MRS. W. H. McBRIDE

There should be more roller derby. However, ABC and WENR-TV have exclusive rights to televise it and at present, principally because it is so expensive to sponsor, the roller derby is limited to Thursday night. In the spring and summer, the night may change.



Latest reports from New York indicate that **Billy Graham** who jabbed his way to a split-decision triumph over **Cuban Kid Gavilan** in the recent match telecast on WNBQ's Cavalcade of Sports program, will meet **Sugar Ray Robinson** for the welterweight crown in Madison Square Garden in May . . . Available dates lined up are May 12, 19, or 26 . . . **Robinson** has not defended his crown since he decisioned this same **Gavilan** in Philadelphia last July . . . Says **Graham** of the prospective match: "What the heck. Nobody gave me a chance against **Gavilan**, but I licked him, and I'll lick **Robinson**, too. Remember, **Robinson** should be fighting as a middleweight. When he pares down to 147, it's going to hurt his chances." . . . Officers of the National Indoor Soccer league, whose games are telecast by **Joe Wilson**, WBKB sports director, on Sundays at 2 p.m., are **William Hemmings**, president; **George E. Fishwick**, secretary; **Nels A. Dahlquist**, general manager; and **Thure Gustafson**, treasurer . . . **John Rigney**, manager of new talent for the White Sox, whose games were telecast over WGN-TV last summer, reports that Pennsylvania leads the states as a gold mine for grooming major leaguers . . . Of 58 players, some 30 proved tops, including **Bill Cox, Ed Stanky, Ken Raffensberger, Del Ennis, George Kurowski, Stan Musial, Ron Northey, Mickey Vernon, Pat Mullin, Joe Page, Carl Scheib,** and **Barney McCosky** . . . In the total production of prospects, however, California was first with 67; Pennsylvania, second, 58; Illinois, third, 41; and New York, fourth, 38 . . . **Fred Wilt**, the fleet-footed FBI agent, and **Don Gehrmann**, the Wisconsin track whiz, who were telecast over WBKB-CBS in the recent Millrose games, will probably settle the mile issue in the Chicago Relays at the Stadium March 18.

"WRESTLING FROM HOLLYWOOD"

with commentator
RUSS DAVIS

Friday at 10:15 P. M.

Over

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Enjoy fast and furious wrestling bouts featuring the nation's greatest wrestling stars direct from Hollywood.

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The LAST WORD!

Dear Boss:

Look who's back! Sid Caesar, NBComic atomic, your old favorite if I remember correctly. Although Caesar has been gone only a short time from the television screen, his return as New York master of ceremonies is regarded as much as a comeback as Al Jolson's recent successful bid. "Saturday Night Revue", with Caesar, has all the necessary elements of a good show not to mention the local aspect, nimble Jack Carter who doesn't seem to miss his old "Cavalcade of Stars" spot one bit.

Since both Caesar and Carter share the limelight, already you have the feeling that one of them may knock himself out before the series ends. Rubber-band-face Caesar can crack six jokes, sneeze, whistle and tap dance in the same time it takes Ed Wynn to work up a gag. In five minutes of work before the camera, Sid's shirt is drenched, his pancake makeup splattered, and his audience is limp.

It takes a lot to make an "old sourpuss" like McCarthy laugh, yet Sid can do it. Maybe it's because at times he looks and talks so much like my mother-in-law. He's a master at double-talk in any dialect. Remember his mad routines on last year's "Broadway Revue"?

Since then Caesar did better than the critics predicted. Instead of going to Hollywood again—the first time was a wild goose chase—Sid plunged into nightclub work, just the right experience for working before an audience of hundreds and thousands. we missed him at the Palmer House, where we understand even the most dignified waiters dropped trays laughing at his jokes.

Lately, the man who refused to be buried, is appearing at the Wedgwood Room of the famed New York Waldorf. His biggest accomplishment is drawing an audience on Tuesday night when allegedly everyone drops everything and runs to living room, bar, cocktail lounge or video dealer to watch Milton Berle.

Now with Caesar filling the much-needed hole in Saturday evening programming, midwestern viewers should have less to gripe about, and all their aches should be in the region of their tummies. Some of the beat-up, old films they feed to the weary public will lose their audience with WNBQ providing the competition. It was inevitable that someone would take the lead and provide a decent Saturday night revue, now that most folks have given up the idea of patronizing local cinema.

The Chicago portion, as you may know, originates in the Studebaker Theater which was only recently converted into a television studio by channel 5 carpenters and dollar bills.

Yours truly,

CHUB McCARTHY

Eddy Duchin Stars In Band Premiere

Eddy Duchin, "the magic fingers of radio," will extend his magical digits to television as he leads the "Cavalcade of Bands" when it premieres on WGN-TV via DuMont Tuesday, Mar. 7.

EDDY DUCHIN

"Cavalcade of Bands" has been presented for the past few weeks on another Chicago channel because of other channel 9 program commitments.

Each week "Cavalcade of Bands" presents top name orchestras with their vocalists and the best of Broadway specialty acts. Warren Hull is emcee.

In addition to Eddy Duchin and vocalist Tommy Mercer, to be seen next Tuesday, the series has signed Vaughn Monroe, Sammy Kaye, Tommy Dorsey, Dick Jurgens and Blue Barron for future dates. Duchin, one of the most famous and popular modern American dance orchestras, is well known to Chicagoans due to his appearances at such places as the Empire Room and the Aragon and Trianon ballrooms. He also is a popular Columbia recording artist, and his radio appearances have included the "Music Hall," the "Ed Wynn Show" and his own series.

"Cavalcade of Bands" is produced by Milton Douglas, directed by Frank Bunetta and announced by Don Russell.

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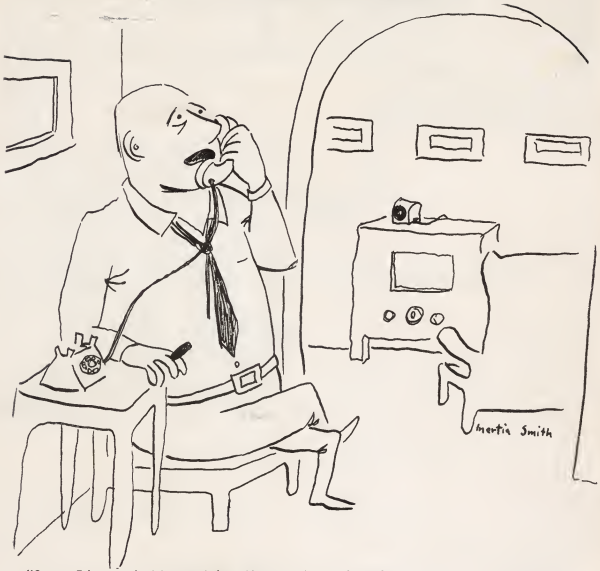

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